

S/S22

Masou
ATELIER

IDYLLIC

Memorable childhood memories play an important role in shaping our characters and how we make sense to the world. Freedom, fairy tales and simple happiness goes a long way to making childhood memorable. This collection is about reminiscing simple happiness. It's about celebrating the gift of innocence lasting for as long as it should. An idyllic childhood is what every child longs for and what every adult seeking for. A collection of nostalgic childhood memories to remembering happiness and eliminating their shadow self.

Our range of colour for S/S22 collection are oftenly bright and cheerful. We chose colours that represent happiness. However, darker color from the collection represent our shadow self that we 'carry' growing up.

Our aim is to bring the audience to remembering their childhood memories. From their simple happiness to their childhood wounds. To connect with their true self, removing their limiting belief and make peace with their shadowself. Grow together find again that simple happiness with our IDYLLIC collection and becoming their better self.